Scale network connectivity to optimize margins and customer experiences

How franchises capture the value of technology with managed services

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Inside this e-book

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Networking services engineered to work together result in easier administration and a single point of contact for faster support.

Chart a path to network modernization and growth

The technology landscape has grown increasingly complex for franchise operators and corporate IT alike. AI, contactless payments and mobile apps provide a wealth of data and create new levels of efficiency and understanding of customer behavior. At the same time, they pose demands on franchisors' digital infrastructure that can go well beyond the capabilities of their legacy networks.

Managed services offer an affordable, scalable and secure way to create consistency across franchise locations while simplifying IT so you can pursue new — and future — market trends.

Evolving technology and customer experiences

Customers increasingly expect retailers to merge online and in-store experiences. Customers now engage with apps, loyalty programs, online ordering, push notifications and other digital channels to help inform their purchasing decisions. Franchisors must support store technology in new ways to make the most of these opportunities.

Contactless payments and ordering are reshaping customer service. In addition to meeting many patrons' desire for faster service, digital interfaces can offer seamless personalization from loyalty programs, upsells and customized menus. Additionally, staff can devote more time to face-to-face interaction beyond taking orders.

Looking ahead, AI promises to introduce other technologies to the franchise landscape that will have wide-reaching impacts on retail operations. Large language models can be used to automate customer service in drive-thrus, kiosks and apps. AI-powered analytics have the potential to optimize supply chain decisions and inform more effective decisions on customer-facing initiatives like menu updates and store layouts.

The last several years have seen rapid changes in how customers, brands and technology interact. What these advancements have in common is an urgent need for flexible, scalable digital infrastructure that can adapt quickly to innovations in the industry.

Maximizing franchise growth with managed network services

Franchisors' need for new technology investments coincides with ongoing pressure on margins. Growth will require careful planning to maximize the value of new technology while ensuring networks are efficient and cost-effective.

Improve profits

Franchise managed network solutions from a single, experienced partner can shift retailers' network modernization from a capital expense to an operating expense while allowing for rapid technology adoption that can increase revenue. Networking services engineered to work together result in easier administration and a single point of contact for faster support. Managed and co-managed services can also offload equipment installation, maintenance and updates to free IT personnel for more impactful priorities.

Managed networking solutions can create a more unified experience, helping IT better manage the increasing volume of POS data moving between stores, franchise headquarters and the cloud.

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Deliver the optimal experience for franchisees

Make your brand more attractive to potential franchise owners with solutions that allow them to spend as little time as possible worrying about IT. Managed services can incorporate turnkey, all-in-one solutions that are scalable and simple to use.

With implementation, maintenance and support included, store managers can resolve issues faster and rely less on corporate IT. They can also help reduce the total cost of ownership (TCO) by incorporating solutions that make modern franchise technology more efficient and give managers more visibility into their operations for better decision-making. Comprehensive managed solutions can also improve franchisees' business with:

• Fast, reliable internet service that scales with the business and keeps essential systems running, even as bandwidth needs increase.

• Connected cameras and environmental sensors that enhance store security and detect conditions like increased temperatures that can compromise food safety.

• A dashboard that gives franchise managers a comprehensive view of their network and analytics from smart cameras to help identify store trends for a better customer experience and more efficient operations.

• Connectivity for technology that empowers store employees, as 41% of them are expected to use mobile devices as part of their jobs by 2026.[1]

• The ability to stay up to date with technology via automatic updates and equipment refreshes for a lower TCO.

Enhance the customer experience

Customers expect secure, reliable WiFi with complete building coverage, and it's essential for app-based ordering. WiFi also helps personalize the customer experience when using devices in-store. One study found that nine in 10 quick-service restaurant diners would like some form of personalization. In addition to the content received on apps, their devices can customize the restaurant experience. Among kiosk users, 59% say they have been pleasantly surprised by new or custom menu options when ordering food.[3]

Comprehensive franchise managed network services and connectivity solutions can support a cohesive customer experience across locations. When it comes to order accuracy in their stores, 64% of franchisors note that it is mediocre or weak, with operations training one of the largest factors.[4] Unified communications and collaboration solutions can facilitate training for every store to help improve performance and consistency. The right technology partner can also offer a consistent TV experience across locations with a wide selection of programming and options for branding opportunities and informational displays.

92%
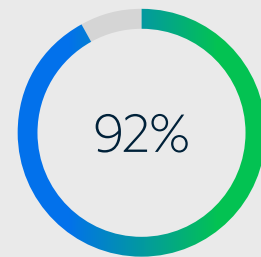
of quick-service restaurant diners would like some form of personalization.[2]

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Strengthen security

Much of the competitive data and analytics franchisors depend on is now hosted in a public cloud outside the protection of private networks. Cloud security solutions like cloud access security brokers (CASBs), secure web gateways (SWGs) and cloud-based firewalls can ensure cloud resources remain visible and protected. You can extend similar safeguards for employees and franchisees working on corporate networks remotely. Solutions for zero trust network access (ZTNA) and multi-factor authentication (MFA) can facilitate secure connections to resources wherever users are located.

Protect your internal data and legal compliance with unified threat management (UTM), advanced firewalls and anti-malware solutions that are automatically updated across the network. A comprehensive cybersecurity strategy should also address the threat of distributed denial of service (DDoS) attacks. Like malware, they can disrupt customer-facing systems and run up costs in both revenue and reputation. A partner with a complete set of solutions for franchisors can offer fiber internet service with DDoS protection to redirect malicious traffic before it reaches your business, preventing potential downtime.

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Partner with Spectrum Business to get the most from managed solutions

Spectrum Business solutions help you deliver streamlined, cost-effective access to sophisticated networking technology for franchisees. Reduce the workload of managers and IT with all-in-one solutions that incorporate equipment, installation, maintenance and repairs so stores can focus on exceptional service. Backed by 100% U.S.-based support, available 24/7/365, our technologies scale as your operations and technology needs change.

Simplify your franchise's modernization with the right partner

Increase profitability and provide customers experiences that inspire loyalty with services that encompass connectivity, networking, collaboration, communication, security and TV. Discover how Spectrum Business can help you support the future of your franchise.

Learn more

1. "1 in 6 Shoppers Have Used Generative AI for Purchase Inspiration – Salesforce Report," Salesforce, August 18, 2023.
2. Anna Wolfe, "Study: 92% of Diners Want to Receive Personalization from QSRs," Hospitality Technology, August 3, 2023.
3. Ibid.
4. "5th Annual State of Digital for Enterprise QSR and Fast Casual Brands," Qu, 2023.

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